What is Claimed:

1. An online rental store management system comprising:

a home office;

a rental store including a processing device having communications software for conducting a rental transaction;

a virtual private network connecting the home office and the rental store; and

a digital form sent from the home office through the virtual private network to the processing device, wherein

the digital form includes a data entry field to solicit data used to determine a quote for the rental transaction allowing a user to tailor a rental agreement based on information input in the data entry field and the digital form is processed by the home office to conduct the rental transaction.

2. The online rental store management system of claim 1 wherein the home office includes an application server that generates the digital form and processes the solicited data according to a corresponding application to conduct the rental transaction.

3. The online rental store management system of claim 1 wherein the home office includes a router connected to the Internet and the rental store includes a router connected to the Internet, the routers forming the virtual private network between the home office and the rental store.

4. The online rental store management system of claim 2 wherein the home office is also a store.

5. The online rental store management system of claim 1 wherein the home office includes a database for storing the solicited data.

6. The online rental store management system of claim 2 wherein the home office includes a database and the application server retrieves information from the database when generating the digital form.

7.   The online rental store management system of claim 2 wherein the communications software is a browser, which displays the digital form sent from the application server.

8.   The online rental store management system of claim 2 wherein the home office includes a database and the application server retrieves information from the database when processing the rental transaction.

9.   The online rental store management system of claim 2 wherein the home office includes a database and the application server stores data derived from the processing of the solicited data.

10.   The online rental store management system of claim 1 wherein the solicited data is customer information.

11.   The online rental store management system of claim 1 wherein the solicited data is merchandise information.

12.   The online rental store management system of claim 1 wherein the rental transaction is a rental agreement.

13.   The online rental store management system of claim 1 wherein the home office and the rental store are connected through the Internet.

14.   The online rental store management system of claim 1 wherein data sent between the home office and the rental store on the virtual private network is encrypted and authenticated to provide secure transactions.

15.   A method for conducting a rental transaction between a home office and a rental store comprising:

providing a virtual private network between the home office and the rental store;

transmitting a first interactive digital form from the home office to the rental store for display in the store;

displaying the first form in the rental store;

displaying a data entry field in the first form;

identifying a vehicle in the data entry field;

sending the vehicle identification data to the home office;

processing the vehicle identification data;

transmitting a second interactive digital form from the home office to the rental store for displaying merchandise that may be installed on the identified vehicle in response to the processed vehicle identification data ; and

completing a rental transaction at the store based on the second interactive digital form.

16.   The method of claim 15 wherein providing the virtual private network includes connecting the rental store and home office to the Internet.

17.   The method of claim 15 comprising interpreting the first and second digital forms using a browser at the rental store.

18.   The method of claim 15 comprising processing the vehicle identification data using an application server in the home office.

19.   The method of claim 15 comprising storing the vehicle identification data in a database at the home office.

20.   The method of claim 15 wherein the step of sending vehicle identification data includes sending an image of the vehicle.

21.   The method of claim 15 wherein the step of transmitting a second interactive digital form includes transmitting image data showing the identified vehicle with the merchandise installed.

22.   A system for managing a rental store from a remote location comprising:

an application server located at the remote location;

a database connected to the application server;

a processing device located at the rental store; and

a virtual private network connecting the application server and the processing device, wherein

data stored in the database is processed by the application server to generate digital forms that are sent to the processing device to conduct a rental transaction at the rental store.

23.   In a rental system including a rental store connected to a home office through the Internet, an online method for renting an item comprising:

identifying a customer's vehicle on an interactive digital form at the rental store;

sending the vehicle identification online to a home office for processing;

determining at the home office a rental item that can be installed on the customer's vehicle;

automatically determining rental quote for the rental item; and

sending the rental quote online in an interactive digital form to the rental store for the customer's approval.

24.   The method of claim 23 further comprising sending an interactive digital form including a digital image of the customer's vehicle with the rental item superimposed thereon.

25.   The method of claim 23 further comprising identifying customer identification information in an interactive digital form; sending the customer identification to the home office; approving the customer for the rental item based on the identification information.

26. The method of claim 23 further comprising performing a search of a database at the home office to determine that the rental item that can be used with the identified vehicle.

27. The method of claim 23 further comprising connecting the home office and the rental store using a virtual private network.

28. The method of claim 23 further comprising generating the interactive digital forms on an application server in the home office for transmission online to a processing device at the rental store.

29. The method of claim 28 further comprising interpreting the digital forms using browser software running on the rental store processing device.

30. The method of claim 23 further comprising capturing an image of the customer's vehicle, sending the image of the customer's vehicle to the home office; and sending an interactive digital form including the image of the customer's vehicle with the rental item superimposed thereon.